45. A method of claim **39**, wherein the (1) data and/or (2) information and/or (3) at least one signal are further based, at least in part, on the following:

at least one determination of advertising information, one or more related items, or a combination thereof based, at least in part, on the association,

wherein the rendering, the contact-based user interface, or a combination thereof include, at least in part, the advertising information, the one or more related items, or a combination thereof.

46. A method of claim **39**, wherein the (1) data and/or (2) information and/or (3) at least one signal are further based, at least in part, on the following:

a monitoring of the one or more devices to determine the one or more items,

wherein the monitoring is performed periodically, according to a schedule, on demand, or a combination thereof.

47. A method of claim **46**, wherein the one or more items includes, at least in part, applications, bookmarks, playlists, ringtones, personal settings, and/or device properties, or a combination thereof.

48. An apparatus comprising:

at least one processor; and

at least one memory including computer program code for one or more programs,

the at least one memory and the computer program code configured to, with the at least one processor, cause the apparatus to perform at least the following,

determine one or more items installed on one or more devices;

process and/or facilitate a processing of the one or more items to cause, at least in part, an association of the one or more items with respective contact entries associated with the one or more devices, one or more users of the one or more devices, or a combination thereof; and

cause, at least in part, a rendering of one or more representations of the one or more items in a contact-based user interface based, at least in part, on the association.

49. An apparatus of claim **48**, wherein the apparatus is further caused to:

receive an input for selecting at least one of the one or more representations in the contact-based user interface; and

process and/or facilitate a processing of the input to cause, at least in part, one or more sharing operations.

50. An apparatus of claim **49**, wherein the one or more sharing operations include, at least in part, a rendering, an option to share the item, buying the item, or some combination thereof.

51. An apparatus of claim **48**, wherein the apparatus is further caused to:

determine usage information, commenting information, one or more display criteria, one or more privacy policies, one or more security policies, or a combination thereof associated with the one or more content items, the one or more devices, the one or more users, or a combination thereof,

wherein the rendering of the one or one or more representations, the contact-based user interface, or a combina-

tion thereof is based, at least in part, on the usage information, the commenting information, the one or more display criteria, the one or more privacy policies, the one or more security policies or a combination thereof.

52. The apparatus of claim **51**, wherein the usage information includes, at least in part, the total time that the user has been using the application, the frequency that the user has used the application, average usage time each day, usage specific to the item itself, or a combination thereof.

53. An apparatus of claim **48**, wherein the apparatus is further caused to:

process and/or facilitate processing of the contact entries associated with the one or more devices, the one or more users of the one or more devices, or a combination thereof into one or more groups,

wherein the rendering is based, at least in part, on the one or more groups.

54. An apparatus of claim **48**, wherein the apparatus is further caused to:

determine advertising information, one or more related items, or a combination thereof based, at least in part, on the association,

wherein the rendering, the contact-based user interface, or a combination thereof include, at least in part, the advertising information, the one or more related items, or a combination thereof.

55. An apparatus of claim **48**, wherein the apparatus is further caused to:

cause, at least in part, a monitoring of the one or more devices to determine the one or more items,

wherein the monitoring is performed periodically, according to a schedule, on demand, or a combination thereof.

56. An apparatus of claim **55**, wherein the one or more items includes, at least in part, applications, bookmarks, playlists, ringtones, personal settings, and/or device properties, or a combination thereof.

57. A computer program product including one or more sequences of one or more instructions which, when executed by one or more processors, cause an apparatus to at least perform the steps:

determining one or more items installed on one or more devices;

processing and/or facilitating a processing of the one or more items to cause, at least in part, an association of the one or more items with respective contact entries associated with the one or more devices, one or more users of the one or more devices, or a combination thereof; and

causing, at least in part, a rendering of one or more representations of the one or more items in a contact-based user interface based, at least in part, on the association.

58. A computer program product of claim **57**, wherein the apparatus is caused, at least in part, to further perform:

receiving an input for selecting at least one of the one or more representations in the contact-based user interface; and

processing and/or facilitating a processing of the input to cause, at least in part, one or more sharing operations.

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